



Laser Ghia Sedan.

Options shown — alloy wheels, radio, tinted glass and seat belts.

# Laser

## Built Beautifully.

Ford Laser. Built to meet the challenges of our times . . . and to meet the needs of motorists around the world.

The engineering innovations and advanced design concepts in Laser have created an exceptionally roomy car, with a

brilliant combination of outstanding fuel economy and high performance, superb handling, and a degree of comfort you might expect in an expensive European car.

A flowing profile . . . low sleek waistline . . . clean aerodynamic silhouette. Latest in a long Ford tradition of elegance. Laser combines beauty and function. And that's what you need in the Eighties!

**. . . Built to take on the world.**





# Laser Engineered to take on the world.

Designed and built for the Eighties, Laser offers space-age premium engineering. The result is a true economy car with powerful acceleration and performance, exceptional ride and handling characteristics, roominess and comfort.

## Economy.

|                                | MPG<br>(imp) | 0-100 km/h<br>(secs) | TOP SPEED<br>km/h |
|--------------------------------|--------------|----------------------|-------------------|
| <b>LASER<br/>1300 cc</b>       | <b>36.6</b>  | <b>12.0</b>          | <b>153</b>        |
| <b>COROLLA<br/>1300 cc</b>     | <b>30.7</b>  | <b>16.1</b>          | <b>145</b>        |
| <b>DATSUN<br/>120Y 1200 cc</b> | <b>34.9</b>  | <b>20.5</b>          | <b>150</b>        |

Internationally accepted test procedures\*\* confirm that Ford Laser with advanced engine design technology and aerodynamic styling has better fuel economy than current Corolla and Datsun 120Y...for a representative mix\*\* of urban and steady speed driving.

Yet Laser has more passenger room and with best acceleration outperforms both.

A crossflow aluminium head with specially developed multi-spherical combustion chambers ensure the most efficient use of fuel.

Its wind tunnel tested aerodynamic styling also results in greater fuel efficiency and on-the-road stability.

Besides offering excellent fuel economy, Laser is also economical to own and to service. Its innovative engineering clearly reduces the cost of ownership — with self-lubricating components, long maintenance intervals, simplified maintenance, thorough rust-proofing, highly accessible major assemblies and components. All combine to keep service costs down... and help keep Laser's long-term value up!

(Acceleration & top speed are International magazine figures)

\*1 Officially approved European fuel consumption tests recorded by the U.K. Department of Energy to give car buyers comparative information about the fuel economy of different models achieved in standard tests.

\*2 European Legislative Average is a weighted average of the official European test procedures as follows:— Urban Cycle 50%; Steady Speed Cycle (90 km/h) 25%; Steady Speed Cycle (120 km/h) 25%. Ford engineers assess this mix of the cycles to be the most representative of average driving patterns.

## Ride and Handling.

Laser is built to handle the toughest driving conditions with ease. Sure-footed handling on both the best and worst roads. The improved ride and handling of Laser's internationally patented self-stabilizing independent rear suspension... MacPherson strut independent front suspension... responsive, precise rack and pinion steering... and the extra traction of Front Wheel Drive. It all adds up to precise, confident control in the Ford tradition.

## Power and Performance.

Sit in Laser and drive Laser. Or you may never believe that a car that offers excellent fuel economy could also deliver such lively acceleration!

Laser has the power and performance to flatten the steepest hills... to give long, effortless highway cruising and the lively acceleration and performance you need for around town driving. Test drive Laser and discover true performance in a great economy car. You'll also like Laser's internationally patented synchromesh for faster, smoother gear changes.

## Room and Comfort.

Compared with other cars in its class, Laser is more spacious... more comfortable... equipped more in keeping with your motoring

needs of the Eighties! Five adults are accommodated comfortably... with plenty of room in the back seat — where many economy cars have restricted room! Specially designed 'footwells' under the front seat also increase rear passenger comfort.

One of the ways engineers have achieved so much usable interior space was with Laser's Front Wheel Drive design. This means that space and weight consuming components like the drive shaft and rear differential are completely eliminated.



Laser gives you 366 litres of luggage space.

There is carpeting throughout. Comfortable contoured seats. Every control and all instrumentation is within easy reach. Your hand drops naturally onto the smooth positive gear change... and Laser is top of its class for all round on-the-road vision.

And a special two-position spare wheel carrier to add greater depth and versatility to the spacious boot. Re-arrangement is quick and simple. A true space-age system!

**You have to drive it to believe it.**

### DIMENSIONS

|                                      |                   |
|--------------------------------------|-------------------|
| Overall length                       | 4170 mm           |
| Overall width                        | 1630 mm           |
| Overall height                       | 1331 mm           |
| Wheel base                           | 2370 mm           |
| Track-front                          | 1395 mm           |
| Track-rear                           | 1410 mm           |
| Kerb weight                          | 840 kg            |
| Fuel tank                            | 9.2 gallons (imp) |
| Luggage capacity — with seats folded | 366 litres        |
| (total available capacity)           | 1077 litres       |
| Turning circle                       | 4.6 metres        |

### ENGINE SPECIFICATIONS

|                   | 1.1L                  | 1.3L                  | 1.5L                  |
|-------------------|-----------------------|-----------------------|-----------------------|
| Type              | 4 cyl in-line OHC     | 4 cyl in-line OHC     | 4 cyl in-line OHC     |
| Displacement      | 1071 cc               | 1296 cc               | 1490 cc               |
| Bore              | 70 mm                 | 77 mm                 | 77 mm                 |
| Stroke            | 69.6 mm               | 69.6 mm               | 80 mm                 |
| Compression Ratio | 9.2:1                 | 9.2:1                 | 9.0:1                 |
| Max Power         | 55PS (DIN) @ 6000 RPM | 68PS (DIN) @ 6000 RPM | 75PS (DIN) @ 5500 RPM |
| Max Torque        | 8.0 kgf m @ 4000 RPM  | 9.7 kgf m @ 3500 RPM  | 11.8 kgf m @ 3000 RPM |

### Laser L Standard Equipment Highlights

• Choice of 1.1, 1.3 or 1.5 litre engines • 4 speed or 5 speed manual floor shift or T-bar automatic • 4½" J13 Styled Steel Wheel with bright centre cap and nuts • 155 SR 13 Steel Belt Radials • Front Mud Flaps • All black wraparound polypropylene bumpers • Black Bodyside mouldings • Remote control driver's door exterior mirror • Two speed windscreen wipers and washers • Reclining front bucket seats with vinyl trim and adjustable headrests • Full floor carpeting • Standard door trim with front and rear two point armrests • Cigarette lighter • Two column stalk controls for lights, wipers/washers, turnsignals, headlamp dip and flash • Childproof door locks • Locking petrol cap • Swivelling sunvisors • 7 piece tool kit • Two-position spare wheel carrier • Steering column lock • Reversing lights

### Laser GL Standard Equipment Highlights

As for Laser L but with these different and upgraded features. • 4½" x J13 styled steel wheel with feature hub cap • Soft feel two spoke steering wheel • Full wrapover door trims with map pockets and carpeted lower section • Passenger grab handles • Cloth seat trims • Floor type gearchange console • Special instrument panel and floor console insert • Quartz Analog clock • Wide section bodyside moulding with bright accent • Bright accent on front and rear bumpers • Bright body embellishments.

### Laser Ghia Standard Equipment Highlights

• 5" J13 styled steel road wheels with bright trim rings and feature hub caps • 175/70 SR 13 Steel Belt Radial Ply tyres • Front and Rear mud flaps • Front and Rear bumper overrides • Black back panel treatment • Black accented window styling • Bright door window frame mouldings • Ultra wide bodyside moulding with bright accent • Driver and passenger side remote control exterior mirror • Bodyside Pin Stripe • Unique soft feel 4 spoke steering wheel and soft feel gear shift knob • Adjustable steering column • Dual horns • Ghia door trims with cloth inserts. Three point armrest on front doors • Hi-pile needle punch carpeting on floor and cowl panels • Separate fold forward rear seat back • Rear seat head restraints • Unique style luxury cloth seat trim • Driver's seat cushion tilt • Remote decklid release • Special centre gearchange console • Brushed metallic instrument panel and console insert • Quartz digital clock • Comprehensive instrumentation, featuring tachometer & trip meter • Tool kit.

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